



unitech

**united** [*ju:na it id*]

**UNITECH CHANNEL PARTNER PROGRAM**



**united** [ju:naɪtɪd] ♦ Formed or produced by the uniting of things and or persons; with ~ powers • bringing all forces together

**Unitech has introduced a brand new Channel Partner Program. *United* has been designed with all players of the supply chain in mind, working together, being united in one program. United is designed to provide better profitability and growth for partners, no matter if they are directly or indirectly purchasing from Unitech.**

**United members can benefit from business development programs, excellent sales support, tailor made marketing support and additional program features based on various partner status levels.**

The United Channel Partner Program reinforces Unitech's commitment to its direct and indirect channel partners across EMEA, aiming on growth and improving their bottom line. In addition this program underlines Unitech's channel centric 'go to market' strategy by recognizing those Partners that generate demand in their market space.



United, as its name indicates, unites Unitech and the channel partner for common purposes, actions and shared resources. Unitech understands channel partners are Key to the successful implementation of its products at end-users. Not only will they provide customer services once the implementation is done, they will also guide the end-users through their manufacturer selection process. United contributes to all these stages of engagement.

***Unlike other Partner Programs, united is focused on both Unitech's Direct AND Indirect Partners***

United is tailored to channel partners specific needs and offers a suite of tools matching their business requirements. These benefits will include Marketing, Sales and Technical Support. The program distinguishes Value Adding Distributors, Value Adding Solutions Partners, Business Partners and Independent Software Vendors.



### Value Adding Distributors

work closely together with VARs and Resellers and besides marketing and financial services they offer value add on top of pick, pack and ship services. In addition the Value Adding Distributor supports Unitech Resellers on complex hardware offerings. The United Partner Program is geared at supporting Value Adding Distributors in making their Reseller base even more successful by offering Unitech Equipment and Services through an assigned Unitech Sales Professional, SEED units programs and other Reseller-community oriented programs, jointly – united.



### Value Adding Solution Partners

have an in-depth understanding of their market and offer customized, tuned and complete end-user solutions. They have deep know-how on implementing and maintaining Unitech equipment at end-users and support them with their software integration. The United Partner Program is geared at supporting Value Adding Solution Partners by means of Demo equipment programs, Price Support and Marketing Support. The Value Adding Solution Partner will feel part of the Unitech family – united.



### Business Partners

promote and put forward Unitech equipment when possible. Unlike a Value Adding Solution Partner, a Business Partner mainly suggests only predefined software solutions and packages, configures and implements them at the end-user side. By being part of the United Partner Program the Business Partner will get direct manufacturer updates on products and services.



### Independent Software Vendors

recommend Unitech. The core focus for an Independent Software Vendor is their software solution. The United Partner Program is geared at supporting ISV's to develop and deliver fully tested and qualified hardware solutions to Unitech end-users. ISV's can now benefit from demo equipment programs and technical support on hard- and software directly from the manufacturer. In addition they will get direct product information and updates and can join pre-launch programs.

***Direct AND Indirect united Partners will receive direct marketing, sales and technical support from the manufacturer***

**Benefits and Components: (Components are subject to your United Status)**

**Marketing**



Being a United Member you will enjoy early product information which will put you on the forefront in terms of product knowledge and give you a competitive edge in your market space.



Each United Member will receive information from Unitech that is tailored to their specific needs and in relation to their function. Technicians will receive support bulletins; Sales reps. will receive Commercial information and so on.



The Collateral Library is an online library giving a United Member direct access to all available product leaflets, brochures and other marketing material. It will help in quickly answering end-user requests.



Unitech's Marketing Team can support you in creating your own effective marketing campaigns, brochure development targeting specific verticals and or end-user groups. It will contribute to a professional look and feel towards your market.



A complete set of leaflets, merchandise, banners, posters and other materials are available to United Members. It will give the end-user the right impression on your and our brand.



Unitech's co-op funding program is designed to help United partners create and implement effective marketing programs in local markets to increase Unitech sales and improve Brand awareness.



The seed unit program allows current and new United channel partners to 'test-drive' special identified Unitech products. It helps United members keeping their competitive edge in their market space, together-united.



Unitech's MDF Fund is created to help strategically selected Value Adding solution Partners to co-develop specific selected vertical/geographical markets.

**Technical**



Unitech understands that a swift repair activity needs to take place and has developed an easy and straightforward RMA portal to submit and track your repairs. It will also keep you updated by e-mail once a status is changed by.



UnitCare View allows United Members to have an instant view of their UnitCare contracts in the field and provides information on status, start- and end-times.

**Sales**



Unitech Sales Professionals can be contacted by United Members to have any question answered and to be advised on Unitech products and Services and Market related trends and information.



United Members can ask a Unitech Sales Professional to support and join in visits to key end-users. They will represent Unitech and support you with any product or service related customer questions.



Price Support will help channel partners to stay competitive and win opportunities in the most effective way. Based on project sizes, market information and other project details a Price Exception can be requested for both direct and indirect United Members.



Project Protection will help United Members maintain their unique position in their market space when offering solely Unitech products in projects. It will protect your investments.



Unitech's Stock Rotation Program allows Value Adding Distribution Partners who take certain levels of Stock to serve their markets to return this on quarterly base and replace them by new, fresh stock. This will help you to keep your warehouse on Unitech products as much as possible up to date, yet allows you to keep sufficient stock levels for Unitech customers.



Partner Radar allows United Members to 'broadcast' their message through Unitech's Partner Portal. It will give you a space on that portal to describe your unique value proposition and share this with the United community.



Tech Support offers its United channel Partners direct access to our tech-support. A request at Tech Support will result into a Trouble Ticket offering easy and effective communication on the topic.



On-Line Training Center will give United Members access to on-line trainings explaining Unitech products and services, easy online, at any time.